

# CONTRACT



**KWTW-TV**  
**7401 N. Kelley Ave**  
**Oklahoma City, OK 73111**  
**(405) 843-6641**

**Oklahoma's Own**  
 www.news9.com

And:

**Mentzer Media Services, Inc.**  
**600 Fairmont Avenue, Suite 306**  
**Towson, MD 21286**

|   |  |  |
|---|--|--|
| <u>Contract / Revision</u><br>9279 /                |  | <u>Alt Order #</u><br>07367287                         |
| <u>Product</u><br>FALLIN FOR GOVERNOR               |  |  |
| <u>Contract Dates</u><br>10/15/14 - 10/21/14        |  | <u>Estimate #</u><br>1222                              |
| <u>Advertiser</u><br>Mary Fallin for Governor - Rep |  | <u>Original Date / Revision</u><br>09/15/14 / 10/14/14 |
| <u>Billing Cycle</u><br>EOM/EOC                     | <u>Billing Calendar</u><br>Broadcast       | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>KWTW-TV                           | <u>Account Executive</u><br>Teresa Difuria | <u>Sales Office</u><br>Telerep Philadel                |
| <u>Special Handling</u>                             |  |  |
| <u>Demographic</u><br>Adults 35+                    |  |  |
| <u>IDB#</u><br>1021                                 | <u>Advertiser Code</u><br>85               | <u>Product Code</u><br>100                             |
| <u>Agency Ref</u>                                   |  | <u>Advertiser Ref</u>                                  |

| *Line | Ch   | Start Date | End Date | Description        | Start/End Time   | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|------------|----------|--------------------|------------------|------|--------|------------|------|-----|------|-------|--------|
| D 1   | KWTW | 10/17/14   | 10/17/14 | 10p News M-F       | 10p-1035p        |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 2   | KWTW | 10/17/14   | 10/17/14 | 4a News            | 4a-430a          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 3   | KWTW | 10/17/14   | 10/17/14 | 6p News            | 6p-630p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 4   | KWTW | 10/17/14   | 10/17/14 | ET                 | 630p-7p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 5   | KWTW | 10/17/14   | 10/17/14 | Amazing Race       | 7p-8p            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 6   | KWTW | 10/17/14   | 10/17/14 | CBS This Morning   | 7a-9a            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 7   | KWTW | 10/17/14   | 10/17/14 | Hawaii 5-O         | 8p-9p            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 8   | KWTW | 10/17/14   | 10/17/14 | Blue Bloods        | 9p-10p           |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 9   | KWTW | 10/20/14   | 10/20/14 | 10p News M-F       | 10p-1035p        |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 10  | KWTW | 10/20/14   | 10/20/14 | 4a News            | 4a-430a          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 11  | KWTW | 10/20/14   | 10/20/14 | 6p News            | 6p-630p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 12  | KWTW | 10/20/14   | 10/20/14 | ET                 | 630p-7p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 13  | KWTW | 10/20/14   | 10/20/14 | CBS This Morning   | 7a-9a            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 14  | KWTW | 10/18/14   | 10/18/14 | 1030p News Sa      | 1030p-11p        |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 15  | KWTW | 10/18/14   | 10/18/14 | Crimetime          | 8p-9p            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 16  | KWTW | 10/18/14   | 10/18/14 | 48 Hours           | 9p-10p           |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 17  | KWTW | 10/19/14   | 10/19/14 | NFL Regular Season | 12:00 PM-6:00 PM |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 18  | KWTW | 10/19/14   | 10/19/14 | 530p Su News       | 530p-6p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 19  | KWTW | 10/19/14   | 10/19/14 | The Good Wife      | 8p-9p            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 20  | KWTW | 10/19/14   | 10/19/14 | Face The Nation    | 930a-10a         |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 21  | KWTW | 10/16/14   | 10/16/14 | 10p News M-F       | 10p-1035p        |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 22  | KWTW | 10/16/14   | 10/16/14 | 4a News            | 4a-430a          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 23  | KWTW | 10/16/14   | 10/16/14 | 6p News            | 6p-630p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 24  | KWTW | 10/16/14   | 10/16/14 | ET                 | 630p-7p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 25  | KWTW | 10/16/14   | 10/16/14 | CBS This Morning   | 7a-9a            |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 26  | KWTW | 10/21/14   | 10/21/14 | 10p News M-F       | 10p-1035p        |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 27  | KWTW | 10/21/14   | 10/21/14 | 4a News            | 4a-430a          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 28  | KWTW | 10/21/14   | 10/21/14 | 6p News            | 6p-630p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |
| D 29  | KWTW | 10/21/14   | 10/21/14 | ET                 | 630p-7p          |      | :30    |            |      |     | NM   | 0     | \$0.00 |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FCC Nondiscrimination Policy. Neither this agreement nor any party to this agreement discriminates in the sale of advertising time on the basis of race or ethnicity. Any provision in any agreement entered into with an advertiser whose intent is to discriminate in such manner shall be null & void. In compliance with FCC rules, broadcaster includes this nondiscrimination provision in all written advertising contract. The advertiser and agency are jointly and severally liable for all payments under this Agreement.



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| <u>Contract Dates</u><br>10/15/14 - 10/21/14  | <u>Product</u><br>FALLIN FOR GOVERNOR | <u>Estimate #</u><br>1222                              |
| <u>Advertiser</u><br>Mary Fallin for Governor |                                       | <u>Original Date / Revision</u><br>09/15/14 / 10/14/14 |

| *Line  | Ch                  | Start Date        | End Date          | Description        | Start/End Time        | Days            | Length        | Spots/Week        | Rate                | Rtn | Type        | Spots | Amount      |
|--------|---------------------|-------------------|-------------------|--------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-----|-------------|-------|-------------|
| D 30   | KWTV                | 10/21/14          | 10/21/14          | CBS This Morning   | 7a-9a                 |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 31   | KWTV                | 10/21/14          | 10/21/14          | NCIS New Orleans   | 8p-9p                 |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 32   | KWTV                | 10/15/14          | 10/15/14          | 10p News M-F       | 10p-1035p             |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 33   | KWTV                | 10/15/14          | 10/15/14          | 4a News            | 4a-430a               |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 34   | KWTV                | 10/15/14          | 10/15/14          | 6p News            | 6p-630p               |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 35   | KWTV                | 10/15/14          | 10/15/14          | ET                 | 630p-7p               |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 36   | KWTV                | 10/15/14          | 10/15/14          | CBS This Morning   | 7a-9a                 |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| D 37   | KWTV                | 10/15/14          | 10/15/14          | CBS This Morning   | 7a-9a                 |                 | :30           |                   |                     |     | NM          | 0     | \$0.00      |
| N 38   | KWTV                | 10/15/14          | 10/17/14          | CBS This Morning   | 7a-9a                 | --WTF--         | :30           | 3                 | \$300.00            |     | NM          | 3     | \$900.00    |
| N 39   | KWTV                | 10/20/14          | 10/21/14          | CBS This Morning   | 7a-9a                 |                 | :30           |                   |                     |     | NM          | 2     | \$600.00    |
|        |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |     |             |       |             |
|        | Week:               | 10/20/14          | 10/26/14          | MT-----            |                       |                 |               | 2                 | \$300.00            |     |             |       |             |
| N 40   | KWTV                | 10/15/14          | 10/17/14          | 6p News            | 6p-630p               | --WTF--         | :30           | 3                 | \$715.00            |     | NM          | 3     | \$2,145.00  |
| N 41   | KWTV                | 10/20/14          | 10/21/14          | 6p News            | 6p-630p               |                 | :30           |                   |                     |     | NM          | 2     | \$1,430.00  |
|        |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |     |             |       |             |
|        | Week:               | 10/20/14          | 10/26/14          | MT-----            |                       |                 |               | 2                 | \$715.00            |     |             |       |             |
| N 42   | KWTV                | 10/15/14          | 10/17/14          | ET                 | 630p-7p               | --WTF--         | :30           | 3                 | \$565.00            |     | NM          | 4     | \$1,695.00  |
|        | <u>Spot</u>         | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         |     | <u>Type</u> |       |             |
|        | 3                   | KWTV              | 10/15/14-10/17/14 | ET                 | 630p-7p               | ---WThF----     | :30           |                   | <del>\$565.00</del> |     | NM          |       |             |
|        | See MG 42.4, 42.5   |                   |                   |                    |                       |                 |               |                   |                     |     |             |       |             |
|        | 4                   | KWTV              | 10/16/14-10/17/14 | The Price is Right | 10a-11a               | ----ThF----     | :30           |                   | \$282.50            |     | NM          |       |             |
|        | Ⓜ MG for 42.3 10/16 |                   |                   |                    |                       |                 |               |                   |                     |     |             |       |             |
|        | 5                   | KWTV              | 10/16/14-10/17/14 | The Price is Right | 10a-11a               | ----ThF----     | :30           |                   | \$282.50            |     | NM          |       |             |
|        | Ⓜ MG for 42.3 10/16 |                   |                   |                    |                       |                 |               |                   |                     |     |             |       |             |
| N 43   | KWTV                | 10/20/14          | 10/21/14          | ET                 | 630p-7p               |                 | :30           |                   |                     |     | NM          | 2     | \$1,130.00  |
|        |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |     |             |       |             |
|        | Week:               | 10/20/14          | 10/26/14          | MT-----            |                       |                 |               | 2                 | \$565.00            |     |             |       |             |
| N 44   | KWTV                | 10/15/14          | 10/17/14          | 10p News M-F       | 10p-1035p             | --WTF--         | :30           | 3                 | \$1,350.00          |     | NM          | 3     | \$4,050.00  |
| N 45   | KWTV                | 10/20/14          | 10/21/14          | 10p News M-F       | 10p-1035p             |                 | :30           |                   |                     |     | NM          | 2     | \$2,700.00  |
|        |                     | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>    |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |     |             |       |             |
|        | Week:               | 10/20/14          | 10/26/14          | MT-----            |                       |                 |               | 2                 | \$1,350.00          |     |             |       |             |
| N 46   | KWTV                | 10/18/14          | 10/18/14          | 48 Hours           | 9p-10p                | -----S-         | :30           | 1                 | \$500.00            |     | NM          | 1     | \$500.00    |
| N 47   | KWTV                | 10/18/14          | 10/18/14          | 1030p News Sa      | 1030p-11p             | -----S-         | :30           | 1                 | \$275.00            |     | NM          | 1     | \$275.00    |
| N 48   | KWTV                | 10/19/14          | 10/19/14          | Face The Nation    | 930a-10a              | -----S          | :30           | 1                 | \$525.00            |     | NM          | 1     | \$525.00    |
| N 49   | KWTV                | 10/19/14          | 10/19/14          | 60 Minutes         | 6p-7p                 | -----S          | :30           | 1                 | \$2,100.00          |     | NM          | 1     | \$2,100.00  |
| N 50   | KWTV                | 10/19/14          | 10/19/14          | CBS Sunday Morning | 8a-930a               | -----S          | :30           | 1                 | \$565.00            |     | NM          | 1     | \$565.00    |
| N 51   | KWTV                | 10/15/14          | 10/17/14          | 6a News            | 6a-7a                 | --WTF--         | :30           | 1                 | \$640.00            |     | NM          | 1     | \$640.00    |
| N 52   | KWTV                | 10/15/14          | 10/17/14          | EM Rotator M-F     | 4:00 AM-4:59 AM       | --WTF--         | :30           | 1                 | \$75.00             |     | NM          | 1     | \$75.00     |
| Totals |                     |                   |                   |                    |                       |                 |               |                   |                     |     |             | 28    | \$19,330.00 |

| Time Period         | # of Spots | Gross Amount       | Agency Comm.        | Net Amount         |
|---------------------|------------|--------------------|---------------------|--------------------|
| 09/29/14 - 10/21/14 | 28         | \$19,330.00        | (\$2,899.50)        | \$16,430.50        |
| <b>Totals</b>       | <b>28</b>  | <b>\$19,330.00</b> | <b>(\$2,899.50)</b> | <b>\$16,430.50</b> |

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## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE

☒ STATE/LOCAL CANDIDATE

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

KWTV-TV

Date:

10/10/2014

I, Tammie Wingrove

being/on behalf of: Fallin For Governor Campaign

a legally qualified candidate of the Republican

political party for the office of: Governor

in the General

election to be held on: November 4, 2014

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days        | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|-------------|-------|----------------|-----------------|
|                  | Varies                           | 10/15-10/21 |       |                |                 |

Attach proposed schedule with charges (if available): 18,050.00 Gross

PO Box 590 OKC, OK 73101

I represent that the payment for the above described broadcast time has been furnished by:

Ashley Hahn, Tallin for Governor Campaign

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mike Deeba

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

**To Be Signed By Candidate or Authorized Committee**

9/30/14      Ashley Hahn  
Date      Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature      Printed Name      Title

## FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Ashley Hahn, Pollin For Governor Campaign  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Ashley Hahn

signature of candidate or authorized committee

Ashley Hahn

printed name

5/30/14

date